

From: Danny Varat <DannyVarat@scstatehouse.gov>
To: Lily Cogdill LilyCogdill@scstatehouse.gov
Broome, Darryl dbroome@aging.sc.gov
Date: 3/17/2017 5:43:52 PM
Subject: Re: commercial preview

Full steam ahead.

From: Lily Cogdill
Sent: Friday, March 17, 2017 5:43 PM
To: Danny Varat; Broome, Darryl
Subject: RE: commercial preview

I like it!!

Lily

From: Danny Varat
Sent: Friday, March 17, 2017 3:34 PM
To: Broome, Darryl ; Lily Cogdill
Subject: Re: commercial preview

I like it. Lily?

From: Broome, Darryl <dbroome@aging.sc.gov>
Sent: Friday, March 17, 2017 1:29 PM
To: Danny Varat; Lily Cogdill
Subject: FW: commercial preview

FYI-Let me know if you are ok with us sending out to stations

Darryl Broome
Agency Director
Lieutenant Governor's Office on Aging
1301 Gervias St. Suite 350
Columbia, SC 29201
(803) 734-9910 Direct, (803) 734-9886 Fax
dbroome@aging.sc.gov

From: Hightower, Kay
Sent: Friday, March 17, 2017 1:21 PM
To: Broome, Darryl
Cc: Wolf, Anne
Subject: FW: commercial preview
Hi Darryl-

The preview of the PSA has been completed! Cliff Springs and his team did a superb job bringing everything together. As soon as I get your approval. I will send it to Hank for distribution. Thanks. Kay

Kay Taylor Hightower, Esquire
Program Manager
South Carolina Lieutenant Governor's Office on Aging
1301 Gervais Street, Suite 350
Columbia, SC 29201
Phone 803-734-9903, Fax 803-734-9886

khightower@aging.sc.gov

From: Cliff Springs [<mailto:cliff@gencreative.com>]

Sent: Friday, March 17, 2017 12:35 PM

To: Hightower, Kay

Subject: commercial preview

Hi, Kay,

Please find the attached preview for your review. Let me know what you think.

Thanks,

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Cliff Springs | President + CEO

803.796.9666 | GenesisStudiosSC.com

1006 Hafely Court | Cayce, SC 29033

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Facebook: [GenesisStudiosSC](https://www.facebook.com/GenesisStudiosSC)

“Creativity is allowing yourself to make mistakes. Art is knowing which ones to keep.” –**Scott Adams, Dilbert**